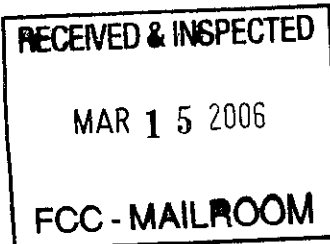


CGB-CC-0473

Commission's Secretary,  
Office of the Secretary,  
Federal Communications Commission,  
Attention: CGB Room 3-B431  
9300 East Hampton Drive  
Capitol Heights, MD 20743



PETITION FOR EXEMPTION FROM CLOSED CAPTIONING PURSUANT TO  
§79.1(f) OF THE COMMISSION'S RULES AND REGULATIONS

INTRODUCTION

The Showcase Realty Show is a Real Estate show that features video tours of all the listings of Showcase Realty. Showcase Realty is located in Las Vegas, NV and the Showcase Realty Show airs on the UPN Network three times a week in Las Vegas. The show is filmed, produced and paid for by Showcase Realty. The purpose of the show is to give the real estate agents that work for Showcase Realty free advertising for their listings. This also helps Showcase Realty to recruit more agents. Showcase Realty has been open since September, 2005 and The Showcase Realty Show has been on the air since January, 2006. Showcase Realty is a very small company. We currently have seven agents.

The show has a very simple format. There is an opening and closing done on each show by myself, Tracy Crantz. We break a couple of times for sponsor commercials that are also filmed and produced by Showcase Realty. The video tours are about one minute per home and consist of video of the interior and exterior of the home, with background music and an off video narrator details the homes features, which takes about 4 sentences.

The Showcase Realty Show is 28:30 in length and airs Tuesdays at 5:00 am, Fridays at 5:30 am and Saturdays at 1:30 am. The show is produced and aired for local public interest and does not have a lot of conversation in it, it is primarily background music and visuals. We air a brand new show every week.

The Showcase Realty Show is requesting an undue burden exemption from closed captioning because it will force us way beyond our budget and we believe that it is unnecessary due to the fact that we already use titles on the screen to highlight the details of the homes (price, contact phone numbers, website, etc.) and the show does not have a lot of vocals.

COST OF CLOSED CAPTIONING

I have made many requests for closed captioning and have come to the conclusion that it is impossible to include this in the budget for The Showcase Realty Show. I have contacted the UPN Network for help, called people in the local yellow pages and searched the internet for options. I have found that I can either send my show to a private company to be captioned each week or I can purchase the equipment myself. After many inquiries for sending out my show, I have found that it will cost between \$ 300 and \$ 500 a week total to be closed captioned. This includes Federal Express service to the

captioning company and then back to me, tape stock and the price to have the captioning done. (See exhibit 2) This method also requires a turnaround time of about a week, which makes it impossible for me to air my show, because I currently have to get the show to the network three days in advance plus I need at least 3 more days after a home is video toured for editing. Adding an additional week to post production will put the show at least 2 weeks behind real time, and will cause many problems with my show. I will have listings on the show that have sold up to two weeks ago and new listings could possibly have sold before they even get on the air. This will make my show very inaccurate, make my agents and clients very unhappy and possibly cause my show to fail. The other method would be to purchase the equipment and do the closed captioning myself. I would need software, encoding devices, and modifications to my computer. The price on this is very hard to estimate because of differences in quality and technical specifications of the equipment. The encoder runs anywhere from \$7000 to \$10000, and the software \$1000. This is way out of my budget. The other major problem with this is the time commitment. It will add too many hours to my current weekly commitment to the show. The process of installing the equipment, training my voice, writing the script and doing the captioning every week will add at least 10 hours to the 30 hours a week that I already commit to the show. I have to fit the show into my busy schedule every week, in addition to running a real estate company and being a full time real estate agent. I do not have anybody that helps me with the production and editing of this show because I can't afford it. I can't spare 10 more hours a week.

#### IMPACT ON THE OPERATION OF THE PROGRAM PROVIDER

In addition to the problems I have already stated, I must stress the fact that I have not made any profit on this show and do not expect to ever make any direct profit from it. To add either the one time purchase of the equipment or the weekly cost of outsourcing it would ultimately lead to the show being canceled. I offer this show to my agents as a free tool for selling homes and it keeps them at my real estate company. I have a new company and need this show to bring agents into my office.

Sponsor commercials are the only thing that generates income for the show. I currently have 4 sponsors that give me a total of \$ 337.50 a week income for the show (exhibit 3). I do not have any contracts with these sponsors and can lose them at any time. I have many expenses associated with the show that total \$1020.00 a week (Exhibit 4). My initial investment for equipment was \$7460.26. I am already completely upside down with this show and can't afford to have closed captioning done.

Closed captioning will have a devastating impact on The Showcase Realty Show. I put text titles up throughout the show and it doesn't cost me anything. I hope that this can help in my request for an undue burden exemption.

#### FINANCIAL RESOURCES

I am a full time real estate agent and full time President of a real estate company. The Showcase Realty Show has no financial resources and Showcase Realty has been open for less than 8 months and is also at a loss. I am hoping that the show will help turn my company around by giving it exposure to the Las Vegas community.

### TYPE OF OPERATIONS

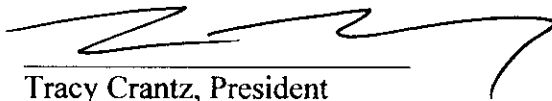
The Showcase Realty Show is a local production. There is no affiliation with any production company or any outsourcing done. Showcase Realty is not affiliated with any name brand company, there are no branch offices and I do not receive assistance from anywhere.

### CONCLUSION

I believe that I have fully detailed the undue burden that closed captioning will put on The Showcase Realty Show. Approving this petition to grant exemption to the closed captioning requirements will allow The Showcase Realty Show to remain on air and continue to serve as a valuable tool for all of Showcase Realty's agents. Please consider the current use of text titles and the fact that there is a minimum amount of verbal communications on the show as a substitute for closed captioning.

Respectfully Submitted,

The Showcase Realty Show  
Tracy Crantz



Tracy Crantz, President  
Showcase Realty & The Showcase Realty Show  
2625 S. Rainbow Blvd Suite D-102  
Las Vegas, NV 89146  
(702) 248-2002

March 13, 2006

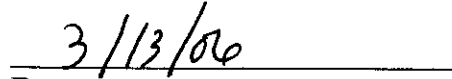
EXHIBITS

1) DECLARATION:

I, Tracy Crantz am the President of Showcase Realty and The Showcase Realty Show. I have carefully reviewed the Petition for Exemption from Closed Captioning and certify that all the facts set forth in this petition are true and correct.



Tracy Crantz, President



Date

# Exhibit #2

Tracy Crantz

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From: Robin K. Ritter [r.ritter@captionlink.com]  
Sent: Thursday, February 23, 2006 1:33 PM  
To: info@showcaserealtylv.com  
Subject: [SPAM]CaptionLink Quote - Showcase Realty  
  
Importance: High

Tracy,

Thank you for your inquiry and interest in **CaptionLink**. We are a full service captioning company meeting the growing demands for "high quality" captioning in the **television, multi-media, government, and corporate markets**.

In addition to our captioning and subtitling services we also offer **video transcription, translation services and audio description**. Our goal is to provide quality captions, competitive rates, quick turn around and customer service solutions.

There are approximately **28 million hearing impaired** in the United States and an additional **30 million immigrants** learning English as a second language that benefit from quality closed captions. You can easily **expand your viewer base; boost television ratings and revenues** with quality closed captioned programming. Below is the rate information that you requested for captioning your Showcase television series:

## **Express CC Service - \$250 per 1/2 hour episode - Roll Up**

This includes Transcription, Captioning and Encoding. You just send us your master and we'll take it from there! With the Express Service you get roll up closed captioning with either 3-lines at the bottom or 2-lines at the top. If you would like to provide a "verbatim" script of all spoken words subtract \$35 dollars.

(Shipping and tape stock are additional)

You may provide tape stock, if we supply tape the cost for a Beta SP is - \$15 for a SONY BCT 30MA.

Our standard turnaround is 3-5 working days, however, we will discuss your needs and work with you to meet your specific deadlines.

Feel free to call or email me with any questions. We want you to think of us as "just down the hall" and an extension of your company to help you meet your caption goals for 2006. Please let me know if you have questions. I look forward to hearing from you.

Best Regards,

Robin K. Ritter  
CaptionLink  
615-673-7801  
www.captionlink.com

# Exhibit #3

## SHOWCASE REALTY SHOW SPONSOR INVOICES

### INVOICE C AMOUNT PAID DATE PAID AMOUNT PAY TYPE SPONSOR

20-Jan	450	1/20/2006	450 CK	COVERINGS OF SUMMERLIN
20-Jan	250	1/20/2006	250 CK	SMART POOLS
1/23/2006	100	1/26/2006	100 CK	BOOLZI INSPECTION

14-Feb	100			BOOLZI INSPECTIONS
2/3/2006	400	2/28/2006	400 CK	SMART POOLS
2/14/2006	400	2/24/2006	400 CK	COVERINGS OF SUMMERLIN
2/22/2006	200	3/9/2006	200 CK	NEVADA TITLE
2/13/2006	400	2/13/2006	400 CK	CHAMPION MOVERS
2/14/2006	150	2/14/2006	150 ck	RIO DESIGNS

TOTAL PA	1350
AVG WEEK	337.5

# Exhibit #4

## THE SHOWCASE REALTY SHOW EXPENSES WEEKLY

TUESDAY 5 AM	225
FRIDAY 5:30AM	225
SATURDAY 1:30am	350
TAPE STOCK	5
GAS FOR TRAVELING	100
VEHICLE	115
WEEKLY TOTAL	1020

AVG WEEKLY EXPENSE 1020

AVG WEEKLY INCOME 337.5

WEEKLY LOSS 682.5

## EQUIPMENT

CANNON GL2 CAMERA	3151.56
GATWAY MEDIACEN	1628.28
EXTRA MONITOR	330.77
EXTRA HARD DRIVE	463.31
MICROPHONE	686.34
ADOBE SOFTWARE	1200
TOTAL INVESTMENT	7460.26